

ARCHIE  
SERIES

JAN.  
1960

10-8  
**Archie's**

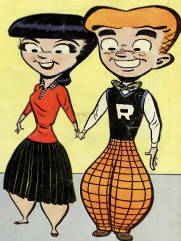


FDC

# MADHOUSE

10c

FUNNY MIRROR



CLYDE DIDDIT! *Who He?*



## VERONICA SAYS

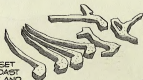
Are you tired of being the "Poor Shnook" of the neighborhood? Wouldn't you like to impress the people around you? Especially **IMPORTANT** people, like the garbage collector?

Well, now you can do it easily, thanks to **MADHOUSE'S** new-

# FANCY GARBAGE KIT

Just sprinkle some of this dandy, high class garbage on top of your ordinary, plain looking garbage-and watch people sit up and take notice..!

Each kit contains--



ONE SET  
OF ROAST  
BEEF AND  
STEAK BONES..  
(PLASTIC)



SIX GENUINE  
CHAMPAGNE CORKS



A PAIR OF  
\$50 TICKET  
STUBS FOR THE  
METROPOLITAN  
OPERA



AN EMPTY BOX THAT ONCE  
HELD A DIAMOND BRACELET



A COPY OF THE WALL  
STREET JOURNAL, WITH  
SOME HIGH PRICED  
STOCKS UNDERLINED



AN EMPTY  
CAVIAR JAR  
(IMPORTED,  
OF COURSE)



A LETTER FROM  
FORT KNOX-ASKING  
FOR A LOAN..

kits may be assembled at your city dump (CLYDE DIDDIT! WHO HE?)

## JUGHEAD SAYS:

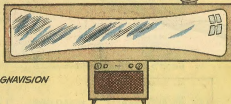


In recent issues of this hysterical comic book, we showed what might happen if teen-agers took over national institutions, like the schools and the government. Well, sir—the response was so peachy, that ~~ADDHOUSE~~ NOW reveals what might happen--

# If Teen-agers Ran Television

For one thing, we'd design a new shape screen, called

**TELEVISTASCOPE-O-MAGNAVISON**

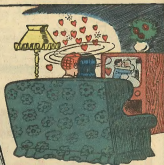


News broadcasts would undergo a lot of changes, too...



PROGRAM LISTING  
(ALL CHANNELS, MAN—)

|                     |                |
|---------------------|----------------|
| 9 A.M. to 10 A.M.   | Dick Clark     |
| 10 A.M. to 11 A.M.  | Rick Nelson    |
| 11 A.M. to 12 noon  | Fabian         |
| 12 noon to 1 P.M.   | Pat Boone      |
| 1 P.M. to 2 P.M.    | Frankie Avalon |
| 2 P.M. to 3 P.M.    | Dick Clark     |
| 3 P.M. to 4 P.M.    | Rick Nelson    |
| 4 P.M. to 5 P.M.    | Fabian         |
| 5 P.M. to 6 P.M.    | Pat Boone      |
| 6 P.M. to 7 P.M.    | Frankie Avalon |
| 7 P.M. to 8 P.M.    | Dick Clark     |
| 8 P.M. to 9 P.M.    | Rick Nelson    |
| 9 P.M. to 10 P.M.   | Fabian         |
| 10 P.M. to 11 P.M.  | Pat Boone      |
| 11 P.M. to midnight | Frankie Avalon |



FOR KIDS WHO LIKE TO SIT UP 'N SMOOCH UNTIL THE WEE HOURS, WE'D HAVE THE LATE, LATE, LATE, LATE, LATE, LATE, LATE, LATE, LATE, LATE, LATE, LATE SHOW."

THERE'D BE OTHER IMPROVEMENTS TOO! FR EXAMPLE...

PLAYHOUSE

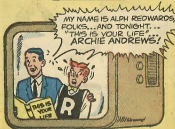
90

...WOULD HAVE ITS NAME CHANGED TO...

PLAYHOUSE

UNDER 20

...AND HERE'S ONE PROGRAM WE'D ALL LIKE TO SEE...



OKAY, GANG! IF YOU WANT REAL COOL TV, GET OUT AND CAST YOUR VOTE FOR THE TEEN-AGE TICKET!!



**BETTY SAYS:**

**GIRLS!** Are you bored with pony tails, page boys, and poodle cuts? Wait 'till you see what's **COMING TO A HEAD!** Women's hairdos **HAVE** to keep pace with modern living—so we went and hired the great stylist, Monsieur Sheldonne De La Broadbeam, to create this Ginger-Peachy collection of—

# HAIR STYLES OF THE FUTURE



THE "ATOMIC" BOB



THE  
"FLAT-  
TOP"



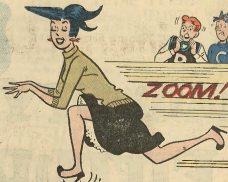
THE "SHAGGY DOG," OR  
"TELL-ME-ANOTHER"

THE "U.N." CUT



THE "ROCKET" BOB

THE  
"IKE"



**ZOOM!**

THE "TALFN" WAVE



THE "SICK, SICK, SICK"



THE "GOING STEADY"

WHAT WILL  
THEY THINK OF  
NEXT?

THE "LATE LATE" CUT  
(MONSTER MOVIES DIV.)

THE "ELVIS," OR "WELCOME HOME" LOOK





# Archie in Limerick Land



THERE WAS A YOUNG GUY NAMED FISHER  
WHO FISHED FOR FISH IN A FISSURE  
TIL A COD, WITH A GRIN,  
PULLED THE FISHERMAN IN—  
NOW THEY'RE FISHING THE FISSURE FOR FISHER!

"THERE'S A 4:04 TRAIN," SAID JENNY,  
"FOUR TICKETS I'LL TAKE...HAVE YOU ANY?"  
SAID THE MAN AT THE DOOR,  
"NOT ON THE 4:04,  
FOUR FOR 4:04 IS TOO MANY!"



THERE ONCE WAS A GIRL FROM SIAM  
WHO SAID TO HER LOVER, NAMED KIAM,  
"IF YOU KISS ME, OF COURSE,  
YOU'LL HAVE TO USE FORCE.  
THANK GOODNESS YOU'RE STRONGER THAN I AM!"



A STRANGE YOUNG FELLOW FROM TYRE,  
CONSTANTLY SAT IN A FIRE.  
"WHEN ASKED 'IS IT HOT?'"  
HE REPLIED, "NO, IT'S NOT—  
BUT, OF COURSE, I'M A TERRIBLE LIAR!"



A THRIFTY YOUNG LAD FROM SHOREHAM  
MADE PANTS OUT OF PAPER, AND WORE 'EM.  
HE LOOKED VERY NEAT,  
"TIL HE BENT IN THE STREET  
TO PICK UP A PIN—THEN HE TORE 'EM."



## BETTY SAYS:

Every now and then, somebody comes along and says that comic books should be more **EDUCATIONAL**. Personally, we like comic books the way they are—**COMICAL**! But just to keep peace in the family, we hired a long-hair writer, put him to work, and here, at last, is the result—A **VERY** high-brow opus, entitled

# Archie in Shakespeare Land







MEANWHILE... BACK AT YE TAVERN...

ODS BOOKINS!  
I HAVE  
PLAYED A  
CLEVER  
JAPE!

WHAT  
DIDST  
THOU  
BUFFOON?



I DOUSED YON STRAW-  
BERRY TARTS WITH  
PEPPER! VERONICETTE  
WILL CAST THE BLAME  
UPON INNOCENT  
ARCHEO!



KNAVE! THOSE TARTS  
WERE FOR ME! YOU  
HAVE RUINED YE  
IMPORTANT BUSINESS  
LUNCHEON!

MR. LODGEO!



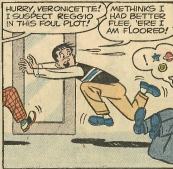
HELPEO!

HAVE AT  
THEE,  
ROGUE!



HURRY, VERONICETTE!  
I SUSPECT REGGIO  
IN THIS FOUL PLOT!

METHINKS I  
HAD BETTER  
FLEE, 'ERE I  
AM FLOORED!



ARCHEO! REGGIO! MR. LODGEO!

EVERYONE'S OUT  
COLD! THAT'S HOW  
SHAKESPEARE'S  
PLAYS ALWAYS END!

'BYE NOW!



YE  
ENDO



## JUGHEAD SAYS

Suburban kids! Are you sick and tired of shoving that lawn-mower around all summer? If so, you're a push-over for—

# MADHOUSE'S

latest product...



Why wait for crab grass to ruin your lawn slowly? Why waste the whole school vacation fighting a losing battle? Now, thanks to "Instant Crabgrass", you can have a full-grown miserable looking lawn over night! No more wasted time and effort! Send for this candy product today...

**EXTRA BONUS!** THE FIRST 5,000,000 TO APPLY WILL RECEIVE THIS FREE PACKET OF "QUICK-GRO" WEED SEEDS!



GENTLEMEN—MY LAWN HAS ME LICKED! PLEASE RUSH ME YOUR NEW INSTANT CRAB GRASS, PLUS THE FREE PACKET OF WEED SEEDS! I ENCLOSE \$4,876,000 IN GENUINE GOLD DUST, PLUS THE SCALP OF A WOODEN INDIAN.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

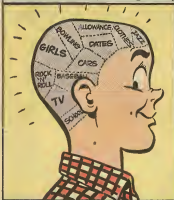


**DILTON DOILY PRESENTS:**

For the benefit of our **INTELLECTUAL** fans  
(The ones who can read)--A high-class,  
educational type article on--

# THE ART OF PHRENOLOGY

(That means reading  
the bumps on your  
head, stoopid!)

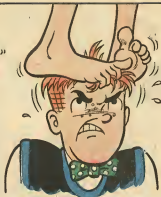


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To read bumps on person's head, best method is to feel scalp gently, with the hands

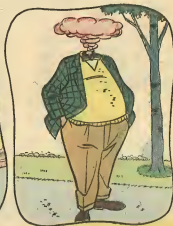


Running barefoot through person's hair is unsatisfactory method. In fact, it is pretty disgusting...

## DIFFICULT CASES



Reading bumps of two-headed person should not be attempted unless you happen to have four hands.



Most difficult task is reading bumps of person who has lost his head in an argument. **NOT** for beginners.

# USE YOUR HEAD!

Some handy hints on interpreting bumps...



Head with unusually large bumps indicates man's wife has good aim with rolling pin...



Head with bumps shaped like pin-curlers indicates man isn't a man - it's a woman, plain and simple.



Head with large bullet hole indicates you'd better stop fooling around and get the cops.



Head with strange, spike-shaped bumps indicates person is Jughhead Jones, or the Statue of Liberty...



Unusual case of chicken nesting in hair indicates man is an egghead....



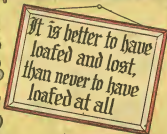
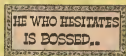
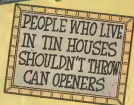
Head with shiny surface and number printed on it indicates you've been hanging around pool halls again...

## JUGHEAD SAYS:

For the benefit of our more thoughtful readers (if any), we offer this very educational and slightly nauseating collection of--



# MADHOUSE PROVERBS!



REGGIE SAYS--

Y'know what us kids need? Our own language--THAT'S what us kids need! Then we could gab without the grown-ups listening in! To get the ball rolling, here's a collection of MADHOUSE words! We call 'em--



# TONGUE TOPPERS

FOR COOL CATS







HOT JAZZ COMBO  
A "SCORCHESTRA"



JUVENILE DELINQUENT  
A "YEGGHEAD"



SHOE SHINE BOY  
A "BOOTICIAN"



BATHING BEAUTY  
A "BEACHORINO"



EXPLODING CIGAR  
A "HAHAVANA"



SWEEPSTAKES WINNER  
A "THRILLIONAIRE"



FAST TALKER  
A "WISE GEYSER"



CHORUS GIRL  
A "BEAUTLEGGER"



SHELDON BROADBEAM  
A "SLOBSTER"



CHOP MEAT THIEF  
A "HAMBURGIAR"

Gang! Put on your thinking caps and straight jackets! Try making up your OWN "Tonque Toppers!" If you hit some good ones, send 'em along and we'll print 'em! ANYTHING to fill up space!

Address: "Archie's Madhouse"  
Archie Comics  
241 Church Street  
New York 13, N.Y.

# Jughead Dipsy Doodles

"A  
SLIGHT  
MIS-  
STEAK"



# Jughead's DAFFY-NITIONS

## ADULT



SOMEBODY WHO HAS STOPPED GROWING AT BOTH ENDS AND STARTED GROWING IN THE MIDDLE!

## DOORNOB



THE THING A REVOLVING DOOR DOES AROUND WITHOUT!

## STRAY



SOMETHING YOU DRINK A BODA THROUGH TWO OF!

## IGNORANCE



WHEN YOU DON'T KNOW ANY THING, AND YOU'RE FOUND OUT!

## TRIGONOMETRY



HAVING THREE DIFFERENT WIVES AT THE SAME TIME!

## TALENT OFFICER



A TALENT SCOUT FOR A REFORM SCHOOL!

## YAK



SOMEBODY WHO YAKS ABOUT HIMSELF WHEN YOU WANT TO YAK ABOUT YOURSELF!

## ARCHIE SAYS



While poking around in Sheldon Broadbeam's attic, we came upon a very rare find! Now, for the first time MADHOUSE presents to the waiting world, this very unusual collection of genuine —

# Famous Menus!

From history and literature—!

### YE BOSTON TEA PARTY

BOSTON HARBOR DEC. 16, 1773

#### Menu

English Muffins

Crumpets

Scones & Marmalade  
Tea

STARTING TODAY  
ONLY COFFEE WILL  
BE SERVED!

### H.M.S. BOUNTY

CAPT. BLIGH COMMANDING

BREAKFAST

HARDTACK

LUNCH

HARDTACK

DINNER

HARDTACK

### Candy Cottage Inn

BEULAH WITCH, PROP.

#### Dinner Menu

ENTREE

DESSERT

Hansel  
& Gretel

CORONATION BANQUET  
FOR  
HENRY THE EIGHTH



**Menu**

WHOLE ROASTED OX  
WHOLE ROASTED STEER  
WHOLE ROASTED BOAR  
WHOLE ROASTED SHEEP  
HEARTBURN PILLS

ROBINSON CRUSOE

**Ye Castaway Inn**

**Menu**

(PREPARED BY PIERRE FRIDAY)

BANANA FRITTERS  
GOAT'S MILK PUNCH  
SHREDDED COCONUT PRALINES  
GRILLED SHOELACE



YE  
GARDEN OF  
EDEN  
**MENU**  
ONE APPLE

**London**  
Orphanage meal ticket  
ISSUED TO:

*Oliver Twist*

BREAKFAST

**GRUEL**

LUNCH

**GRUEL**

SUPPER

ARE YOU KIDDING?

**Old Mother  
Hubbards  
Tavern**

DINNER MENU—

UNTIL FURTHER  
NOTICE NO  
MEALS WILL  
BE SERVED DUE  
TO CUPBOARD  
BEING BARE



# AUNT JUGGIE'S Advice to the Lovelorn

Dear Aunt Juggie,  
My husband came home with lipstick on his collar. Do you think he spent the afternoon with another woman?  
— Green nips

Not necessarily. It might have been from the afternoon before...

DEAR AUNT JUGGIE—  
WHAT SHOULD I DO? I'M IN LOVE WITH A BOY, BUT HE DOESN'T EVEN KNOW I'M ALIVE...

—PUZZLED

Show him your birth certificate...

DEAR AUNT JUGGIE—  
I LIKE A CERTAIN BOY, BUT HE IS TWO YEARS YOUNGER THAN I AM. I AM HEARTBROKEN. WHAT CAN I DO?

— BORN TO SOON

Hang on and be patient. Some day he'll be 40—and you'll still be 22.

DEAR AUNT JUGGIE—  
MY BOYFRIEND AND I WANT TO GET MARRIED BUT WE CAN'T AFFORD OUR OWN HOME. IS IT ALL RIGHT IF WE LIVE WITH MY FOLKS?

— WORRIED

Sure—unless they're still living with their folks.

DEAR AUNT JUGGIE,  
ALL THE GIRLS ARE CRAZY ABOUT ME. IN FACT, ONE GIRL KEEPS TRYING TO BREAK DOWN MY DOOR... HOW CAN I STOP HER...?

— HANDSOME

Let her out of your room...

Dear Aunt Juggie,  
My girl friend and I have wonderful times together. We never fight and are very much in love with each other. Should I marry her?

— Anxious

Sure! Your set-up is entirely too good to last...



## MOOSE SAYS

Y'know what's the trouble with the world? The trouble with the world is that people are all the time inventing things we need--But nobody invents things we don't need! There are lots of things we can do without, if we had the right gadgets to do without them with! To show what we mean, here are some dandy...

## MADHOUSE

# NON-VENTIONS

A TV set with an 'off' switch, but no 'on' switch for people who can't stand television...

AT LAST! NOW I CAN EAT MY TV SNACKS IN PEACE!



A salt shaker without any holes, for people who don't like salt on their food...

ONE THING I CAN'T STAND MOM--AND THAT'S TOO MUCH SALT ON MY CHOW!



A piano with no keys, for musicians who prefer the violin...

SINCE I CAN'T PLAY THE PIANO, I THOUGHT I'D JUST FIDDLE AROUND!

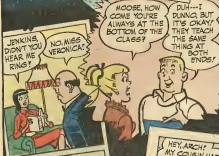




OKAY, GANG! GET BUSY--DOING NOTHING!



# Archie & Co. LAFF IT UP!





## ARCHIE SAYS:

No matter what the older generation thinks, we kids dig rock 'n roll the most! It's cool—it's hip—it's endsville—and it oughta be used in **EDUCATION**, too! School work would be a **LOT** more fun, for instance, with these **MADHOUSE**

# COOL CLASSICS!



# YES, MY DARLING DAUGHTER!

A COOL COLLECTION OF FAMOUS "SHE WAS ONLY--"

SHE WAS ONLY THE POSTMAN'S DAUGHTER...



--BUT SHE KNEW ALL ABOUT THE MALES!

SHE WAS ONLY THE JUNKMAN'S DAUGHTER--



--BUT SHE LOVED TO PICK A SCRAP!

SHE WAS ONLY THE BUS CONDUCTOR'S DAUGHTER.



--BUT SHE TOLD THE BOYS JUST WHERE TO GET OFF!

SHE WAS ONLY THE TREE SURGEON'S DAUGHTER--



--BUT SHE HAD THE CLASSIEST LEGS IN TOWN.

SHE WAS ONLY THE ALLERGY DOCTOR'S DAUGHTER...



--BUT HER LOOKS WERE NOTHING TO SNEEZE AT.

SHE WAS ONLY THE BUTCHER'S DAUGHTER...



THAT'S WHAT MADE HER SUCH A CUT-UP. (OUCH!)



PROFESSOR WEATHERBEE PRESENTS

# Great Moments in History **DISCOVERY OF FEET**

Feet were discovered during the fifteenth century by a young man named Lemuel T. Columbus. (The T stood for Bernard).



Lemuel had a brother named Christopher. Instead of helping Lemuel discover feet, Chris went off by himself and discovered America.



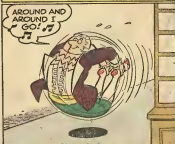
Before Lemuel's great discovery, people had a tough time walking around... some folks walked on their hands...



Some folks hopped around on their ear lobes.



Some folks turned themselves into Hula Hoops, and rolled..



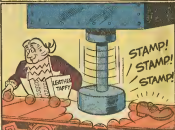
...but most folks, not knowing about feet, simply stayed where ever they happened to be...



Then, one fine day, Lemuel T. (for Bernard) Columbus, inherited a shoe factory.



Delighted with his new business, Lemuel began turning out shoes by the thousands.



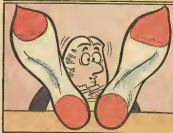
His shoes were of very fine quality, but, since feet hadn't been discovered yet, he had no one to sell them to.



Faced with bankruptcy, Lemuel went into his office and sat down to think things over.



Suddenly he noticed something lying on his desk... something which he had never noticed before!



He gasped in amazement! They were feet... His feet..!



Shreiking happily, Lemuel rushed out to tell all the townspeople about his wonderful discovery.



By the time Chris came back from America, he found everyone walking around on feet... wearing Lemuel's shoes... At \$1098 a pair!



Today, feet have become an important part of everyday living. We use them for...



WALKING



RUNNING



KICKING



JUMPING ROPE



GROWING TOENAILS ON



AND DOING THE CHA-CHA!

NEXT MONTH - THE DISCOVERY OF TIME!

**MADHOUSE**

PRESENT'S

**Jughead**

IN

**LAST  
LAFF**



THEY LAUGHED WHEN I SAT  
DOWN AT THE ELECTRIC PIANO---



NOBODY TOLD ME IT HAD A SHORT CIRCUIT!



THEY LAUGHED WHEN I SHOWED  
THEM MY HOME-MADE DYNAMITE...



BUT WHEN I DROPPED IT--THEY EXPLODED!



THEY LAUGHED WHEN I PUT  
IODINE ON MY PAY CHECK---



THEY DIDN'T KNOW I JUST GOT A  
CUT IN SALARY!



THEY LAUGHED WHEN THE  
HEADWAITER SPOKE TO ME  
IN FRENCH---



SO DID I---IT WAS A PRETTY  
FUNNY STORY!



WE'VE BEEN SHOOTING  
FOR GIANT, FUN-FILLED  
BOOKS THAT WE KNOW  
YOU'LL LIKE!

WE'VE BAGGED  
LOTS OF LAUGHS  
TO MAKE THEM  
THE BEST EVER!

HA!

HA!

HA!



WITH THOSE TWO  
AND ARCHIE AROUND  
I NEVER HAVE TO  
**HUNT FOR  
TROUBLE!**

BE A  
FOX! - GET  
**BOTH!**

IF YOU'RE HUNTING FOR  
TODAY'S BEST BUY IN COMICS  
YOU DON'T NEED A GUN!  
FILL OUT THIS COUPON AND  
SHOOT US A QUARTER  
FOR EACH BOOK  
YOU ORDER!

ACT FAST!  
SEND IN  
**NOW!**

ARCHIE SERIES #8, ROOM 603  
241 CHURCH STREET  
NEW YORK 13, NEW YORK

PLEASE SEND ME THE FOLLOWING:

- ☐ BETTY & VERONICA ANNUAL #8  
☐ JUGHEAD ANNUAL #8

I ENCLOSE 25¢ (35¢ IN CANADA) IN COIN  
FOR EACH TITLE THAT I HAVE CHECKED.

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# Jughead

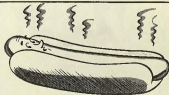


"DAFFY-  
NITIONS"

VACUUM---A LOT  
OF NOTHIN' SHUT UP  
IN A BOX!



CONGRESS-- A PLACE  
WHERE LAWS ARE  
DEBATED AND DISGUSTED!



HOT DOG-- A TALL THIN HAMBURGER  
WEARING RED LEOTARDS!



RABBIT-- A SMALL ANIMAL THAT  
GROWS FUR WHICH OTHER ANIMALS GET  
CREDIT FOR, WHEN IT'S MADE INTO A COAT!

DILTON DOILY'S  
*grammar lesson*



"AS  
YOU  
LIKE  
IT"



AS COZY AS THE  
YOLK IN AN EGG!



AS USELESS AS A  
PULLED TOOTH....!



AS NAKED AS A  
NEEDLE---



AS CLOSE TOGETHER AS  
TWO TICKS OF A CLOCK---



AS PONEY AS A  
4 1/2 DOLLAR BILL!

# YOU'LL LAUGH LIKE THE DICKENS!

EVEN OLD SCROOGE WOULD LAUGH HIMSELF SILLY AT THE LATEST ANTICS OF THE ARCHIE GANG IN THIS LAUGH-LOADED, GIANT-SIZED ISSUE OF FUN FOR THE HOLIDAYS!



THIS IS NO HUMBUG!

HA!  
HO! HO! HA!



THIS BIG BOOK IS OUR WAY OF BRINGING YOU SEASON'S GREETINGS! - ORDER YOUR HOLIDAY LAUGHS NOW!

**ARCHIE'S CHRISTMAS STOCKING #6**  
ROOM 603, 241 CHURCH ST.  
NEW YORK 13, NEW YORK

ENCLOSED PLEASE FIND 25¢ IN COIN  
(35¢ IN CANADA) - SEND ME **ARCHIE'S**  
**CHRISTMAS STOCKING #6** AS  
SOON AS IT COMES OFF THE PRESS!

NAME (Please Print)

AGE

ADDRESS

CITY

STATE

ZIP





ARCHIE SAYS:

Kids! Why stare at those ugly, bare walls, when you can stare at ugly, **DECORATED** walls?? You, too, can be an egghead! You too can go collegiate - Thanks to these dandy--

# MADHOUSE PENNANTS

Cut out with scissors and hang on wall...  
(Provided you have scissors and a wall, stoopid)

